



Central IPA Workshop Notes



COMMONWEALTH OFFICE
OF BROADBAND OUTREACH
AND DEVELOPMENT
Promoting a 21st century economy

Project: OBOD Broadband Planning Project

Subject: IPA Workshop Central Region

Workshop Date: October 24, 2012

Time: 10:00 A.M. EDT

Place: Barren River ADD
Bowling Green KY

OBOD Project Team:

OBOD

Brian Kiser
Dana Case

KCADD

Abby Caldwell

Baker

Bob Lois

Bill Bates

Wendall McCarty

SNG

Derek Murphy

Project Area Working Group: Darryl McGaha, Lake Cumberland ADD (Chair)

Abby Caldwell, KCADD

Donna Diaz, Lake Cumberland ADD

Rodney Kirtley, Barren River ADD

Wendell Lawrence, Lincoln Trail ADD

Mike Burrell, Lincoln Trail ADD

Attendees: See "Central Region IPA Sign-In Sheet.pdf"

Presentation Slides: See "KY OBOD IPA Central Region Workshop Presentation 20121024.pdf"

Acronyms: ADD = Kentucky Area Development District

Baker = Michael Baker Jr., Inc.

KCADD = Kentucky Council of Area Development Districts

OBOD = Kentucky Office of Broadband Outreach and Development

SNG = Strategic Networks Group

SOW = Scope of Work

QN = QNet

KTW = KY Teleworks

WKU = Western Kentucky University

The workshop convened at 10 a.m. Brian Kiser introduced the project team members and working group members before asking attendees to introduce themselves around the room (see sign-in sheet for details). Kiser then provided a brief history of the inception of the Commonwealth Office of Broadband Outreach & Development, including its mission statement, goals, and current involvement in presenting to legislative bodies.

Kiser explained that the purpose of the plans is to identify and engage stakeholders, identify the needs for the region, and engage providers. At this juncture, he wanted to put the power in the hands of the ADDs and regional stakeholders identified by them to allow them to determine what goals and steps are needed and feasible for the region.

Darryl McGaha then presented the Central Region Working Group's Scope of Work (SOW) document. McGaha explained that when the OBOD asked the ADDs to write the SOW, they were asked to choose a project area based upon an area where there was a measurable broadband need that could be addressed with the involvement of committed stakeholders. Based upon the survey data, all three ADDs in the area had an opportunity to tap into teleworking initiatives to assist their communities. The Central Region Working Group, working with Kentucky Teleworks, began to identify that there are training needs for increased digital literacy

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and availability needs for teleworkers who need a reliable broadband connection. At this point, the Working Group has enlisted the help of the stakeholders present to assist in designing an initiative that addresses both needs.

Bill Bates then provided some information relating to the project goals, including regional availability, changes in provider participation over the past two years, and data on users, usage, and uses.

Derek Murphy then presented information relating to the regional survey data from March 2012. Murphy then informed the group that the goals for the day's workshop would be creating a vision statement, goals, strategies for achieving those goals, action items, and other strategies for implementing the action plan.

Various stakeholders began addressing that availability and reliability are an issue in the region. Abby Caldwell called upon Josh Ball from Kentucky Teleworks to speak to what he is experiencing with current teleworkers across the state. Ball agreed that availability has been an issue for some teleworkers, particularly in terms of reliability. Ball said unreliable connections jeopardize teleworkers' jobs. As a temporary solution in eastern Kentucky, Ball said his agency is opening co-workspaces for low-cost rent to teleworkers who need access to a place to telework with a reliable connection if they cannot get that connection in the home. In his experience, satellite is unacceptable for teleworking. The minimum needed is 5 Mbps or faster download speed. Ball also identified that there is a need for training on best practices for teleworking to assist regular office workers transition to becoming effective teleworkers.

The group identified three main objectives: 1. Create access to reliable broadband connections for teleworkers/potential teleworkers; 2. Work with stakeholders to address digital literacy gaps and opportunities; and 3. Design outreach around awareness of teleworking programs.

The group then convened for lunch and reconvened at 1 p.m., breaking into two groups to address the two identified issues: Availability of broadband in the area for teleworkers and digital literacy initiatives to prepare a strong digital workforce.

KCADD (Abby Caldwell) Digital Literacy Breakout Notes:

The Digital Literacy group discussed opportunities for training/digital literacy through some kind of Kentucky Teleworks endorsed certification program that could go through the KT website interface or could go through local colleges/universities.

Abby Caldwell suggested education for existing businesses in the communities that could offer part- or full-time teleworking to their employees as an incentive to gaining and keeping talent. This innovative shift in the existing business culture could drive other quality of life improvements in the area.

Another stakeholder suggested addressing entrepreneurship as well, including connectivity and best practices for home-based businesses. The group agreed that entrepreneurs should also be addressed in long-range goals.

The group then discussed the need to identify possible co-work space facilities in the areas most likely to face reliability and availability issues and the possibility of creating an incentive program for businesses that begin adopting telecommuting practices.

Identified objectives for the group were: 1. Maximize employment and income opportunities for existing talent; and 2. Bring income and cultural assets back into their home communities by eliminating commuting costs (time and money).

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Baker (Bob Lois) Notes:

Opening Session

1. Focus KY Teleworks.
 2. Service Overview Notes:
 - In West, Butler is weak
 - Except for Fiber Area where everyone is pretty much connected.
 - In East – AT&T said sorry, but once 18K' away from hub not worth it – not enough customers.
 - Derek – Just because you have fiber, not necessarily u-using it efficiently
 3. QNet (QN) Rep asked what % of folks has good BB availability but can't afford it.
Derek noted that this wasn't asked in KY survey – Was in Virginia – Could get those numbers later.
Bill noted there are national stats on it.
 4. KY Teleworks (KTW) Rep (Josh) asked – Do you think low internet adoption/utilization is a marketing issue?
Derek – Maybe seniors – not others.
 5. Josh Teleworks comments:
 - Urban is easier to pitch program – Rural not as easy
 - Rural – lack understanding as well as good availability (low speeds)
 - Need more education on utilization
 - 50(+) age needs targeted – 50(-) not an issue
 - Most hired is 35-50 age group - Morgan and ? Counties
 - People willing to pay price for better jobs – less an issue of cost rather than availability of adequate service – Travel savings more than apt for cost.
 - Look at bringing people to work at incubators with adequate BB service and resources.
 - Need to stress benefits in relation to cost.
 6. Derek asked how much focus is on just KTW, in relation to others.
Those working part time at home in current employment?
Are we looking at just a narrow focus?
KTW (Josh) noted that part of planning effort could involve working with KEA and others to promote telework.
Donna Diaz noted a 3rd focus – Entrepreneurship – starting home business.
 7. Western Kentucky University (WKU) noted internet in education is huge – Jobs – Courses.
Community Colleges also interested.
One obstacle – Students from other countries did not have access to internet, want to use it – not savvy.
 8. WG Chair noted that companies come to them with employment opportunities.
Noted an example of company that wanted to hire 25 persons.
Companies tell ADDs what skills they are looking for – Can they provide training?
 9. KTW indicated that they do not have one telemarketer employed.
These are not just one level job – Can hire management people if qualified.
Also entry level folks can work their way up to management.
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10. KTW just setup an incubator site - Ready to start staffing it soon – Still working out schedules.

In Eastern KY – very seldom have issues with connectivity for teleworkers

Plan is to use incubator to get people working – Hopefully then move on to get own setup.

In Eastern KY – very seldom have issues with connectivity for teleworkers

ADD Rep said connectivity is an issue in region – Need it to Telework.

11. Allen County Needs BB Bad. Providers not willing because it's not economical.

Bill noted the provider checklist discussed in the West Region workshop to solicit provider.

Checklist lets providers understand to better understand needs, and available resources that might make service provision more attractive.

Consider RFP to tell providers exactly what you want and available resources.

Telework Breakout Session (Derek Lead)

12. Objective to maximize Region talents.

Take advantage of skills.

Maximize employment/income opportunities.

Bring income back to counties – Working at home will keep folks in communities – Especially Rural.

13. Rural can't compete with Urban on infrastructure; i.e. roads, utilities, build out, etc.

14. ADDs (Wendall) noted that local judges were excited about incubator or central location with adequate internet and computer facilities for teleworking.

15. Question – Should we consider the types of skills to focus on?

Do you look at the job skill sets that are available and try to attract those businesses?

Provide multiple types of training; i.e. job skills, work at home (discipline), etc.....

Should other skill sets be attracted? Provide training for these skills?

16. Maybe initially focus on the group of people that have been collecting unemployment benefit for 2 years.

But, do they have the skill sets needed for Telework? How do you train them?

17. Some liked the idea of providing a certification for teleworking.

18. KTW is open to anyone, not just KY folks.

Everyone felt that this is appropriate – Can't be limited to KY folks – Need to make KY folks more qualified.

19. Final Thoughts:

- Bring KTW to Region – integrate into other agencies; i.e. educational, etc....
- Promote existing structures for teleworking and entrepreneurship promotion.
- Check out oDesk – International telework website for ideas
- Maybe a need to inform and promote teleworking by educational guidance and counseling.

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Baker (Wendall McCarty) Notes:

Opening Session Attendees head count: 32

1. Focus KY Teleworks.
2. Some areas of county have fiber thru Logan Telephone and other areas have ATT, but ATT only goes so far. What about areas that can't get BB? Many don't have BB service options.
3. What percentages of people have BB service, but don't adopt it because of price?
4. Is non-adoption related to marketing, or lack of marketing?

Infrastructure/Providers Breakout Session (Bill Lead) Attendees head count: 18

- FastNet
 - South Central Rural Telephone Coop (SCRTC)
 - Duo County Telephone
 - City of Franklin
5. Bill asked how can group help Providers with assets; business density, population density, regulations, etc.
 6. FastNet has an ISP that resells their network.
 7. Duo County commented:
 - a. They have business, residential, and FTTH
 - b. Working from home (teleworking) needs high upload speeds, which they can provide, but will cost more.
 - c. Teleworking people may need education about what BB service they will need.
 - d. Need communication to the teleworking community.
 8. What communication is needed to the teleworker about the equipment they need and where to get the correct BB service they need for teleworking.
 9. Telework group will talk to Providers to get basic answers.
 10. Duo County and SCRTC mentioned they can provide what is needed thru their fiber network, but costs can be an issue.
 11. They haven't heard from dialog from anyone on what is needed.
 12. SCRTC commented that people don't want to pay for higher speeds, and they will choose cheaper package with slower speeds.
 13. Duo County/SCRTC commented they pay into and get NELA funds.
 14. They also mentioned they have already built to where it's financially feasible for them.
 15. Mediacom and Comcast are competition to SCRTC and Duo County.
 16. SCRTC and Duo County wants to know from Josh (telework group leader), what is needed by teleworking community?
 17. Employers will call Providers to ask for information.
 18. Josh talks to potential employees about cost comparison of working from home vs. going to the office. The savings by working from home will more than pay for the required BB service.
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19. As a coop, SCRTC says they don't try to sell or suggest to the customer what BB service to get, but just try to give them minimum of what they need.
20. Sales staff in these rural telecoms may need some education on teleworking.
21. Josh will do telework demo/workshop and screening.
22. Work group needs to identify demand for Providers.

Baker (Bill Bates) Infrastructure/Providers Breakout Notes:

Participation in the breakout session was for Providers, ADD business contacts and Stakeholder/citizens. Those who participated had interest in broadband access and availability for the focus area, to gain a better understanding of the business of broadband and the concept of Teleworking-- how the Provider communities operate their business, the limitations of technology types, and criteria for residential, Teleworking and business services and how decisions are made.

Criteria and attributes for considering service or new service expansion:

- Broadband subscriber **density** in area -- *Institutional, *CAI's, *Residential, *Business, *Gov.
(? Does access to addressing data help the Region speed up the time-to-info ?)
- Geography / Topology
- More/detailed technical info needed for Teleworkers & Telecommuters (Providers & New Teleworkers)
- *Middle-mile Info, *Head-end/Hub Location Points
- Providers presently operating in the area
- Specific business locations (Primary? Secondary?)
- Business Types: *Commercial(Larger), *Teleworker, *Small Business, *At-Home Business
- Network considerations for Providers / Criteria for Households(H) & Business(B):
 - Capacity
 - Speed
 - Cost (For HH's and the ROI for Teleworkers)
 - Latency
 - Service Redundancy (B)
 - Service Quality
 - "Enterprise Class" Service (B)
 - Symmetric (B)
- Technology types in the area
 - Cost/timing of fiber network expansion are limiting factors
 - Fixed-Wireless service provides faster way to bring service in underserved areas
- "Vertical Assets" – Existing towers or buildings where wireless or fixed-wireless equipment may be deployed to reach new customers,
- Including private-sector tower assets in the region
- Understanding the "partnership potential" of an area
- Land ownership, parcel boundary, business zoning or districts, ROW access -- location data/information
- Public / Private Structures--*Co-location towers expensive,*Interference with cell antenna

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- Pole access -- *Pole owner, *Pole Type, *Attachment capacity, *Cost, *Permitting/Licensing process, *Speed-of-attachment (bureaucracy)
- Competitive Environment
- Costs of customer acquisition – equipment, maintenance, installation
- Contracts / No-Contracts
- Government rules/requirements/reg's/constraints –
 - Muni/County/Regional: Established department(s)? Points-of-Contact?
 - Business “guidelines” or processes: documented? In place?
 - RFI / RFP: Value-based? Cost-based? Criteria defined? Is the decision/evaluation process defined, open and fair (People/Committee/Processes)?
- Group sees value in more/better/detailed/defined information as a means of attracting Providers or developing different business strategies for broadband access and availability –especially for Teleworkers and Telecommuters
- Define and develop a “kit” of information with resources specific to broadband, with defined technical service levels and requirements to make it easier for Providers to understand the business needs and for Teleworkers to understand their specific requirements when speaking to Providers.
- Develop a plan for maintaining/updating info and expanding info to enhance Telework “success rate” overtime,
- Complementing efforts to contribute to these regional efforts –
 - Demand Aggregation
 - Business Surveys
 - CAI identification & inventory
 - Wi-Fi Hot-Spot strategies
- Connected to the above, define people/process owners to build program capacity for sustaining ongoing efforts to enable a sustainable effort